



# SouthSound Values Jacket

Saturate Pierce County with quality distribution

The SouthSound Values colorful jacket gives you a reliable way of reaching non-subscribers right in their mailbox.

Every Tuesday the SouthSound Values jacket wraps the pre-printed insert package that is delivered to non-subscribers through the US Postal Service.

It's your opportunity to reach non News Tribune subscribers in Pierce County.

The News Tribune and SouthSound Values – the most comprehensive advertising vehicle available in Pierce County.

Effective December 27, 2010

## 2011 Rates

**Front or Back Cover** ..... \$3,250.00  
Includes Full Color

### Inside Pages

Half Broadsheet Page ..... \$1,066.00

Buy both inside pages at a discount!

Full Broadsheet Page ..... \$2,054.00

### The Gateway SouthSound Values Jacket Rates (Includes Full Color)

Open Rate Top Cover (4 col x 10") ..... \$450.00

Open Rate Bottom Cover (6 col x 10.5") ..... \$550.00

Open Rate Inside Half Broadsheet Page (4 col x 10.75") ..... \$350.00

Open Rate Inside Full Broadsheet Page (4 col x 21.5") ..... \$675.00